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Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS Buyline Comment: NEWS	:30	\$700.00	10/10-10/12	3	1	3	\$2,100.00	
	2	M-TU	6A-7A	NEWS Buyline Comment: NEWS	:30	\$700.00	10/15-10/16	2	1	2	\$1,400.00	
	3	M-TU	7A-9A	NEWS Buyline Comment: TODAY	:30	\$900.00	10/15-10/16	4	1	4	\$3,600.00	
	4	W-F	7A-9A	NEWS Buyline Comment: TODAY	:30	\$900.00	10/10-10/12	6	1	6	\$5,400.00	
	5	W-F	9A-10A	NEWS Buyline Comment: TODAY	:30	\$425.00	10/10-10/12	3	1	3	\$1,275.00	
	6	M-TU	9A-10A	NEWS Buyline Comment: TODAY	:30	\$425.00	10/15-10/16	2	1	2	\$850.00	
	7	M-TU	10A-11A	NEWS Buyline Comment: TODAY	:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
	8	W-F	10A-11A	NEWS Buyline Comment: TODAY	:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
	9	W-F	11A-12P	NEWS Buyline Comment: RR	:30	\$325.00	10/10-10/12	6	1	6	\$1,950.00	
	10	M-TU	11A-12P	NEWS Buyline Comment: RR	:30	\$325.00	10/15-10/16	4	1	4	\$1,300.00	

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate# JESSICA MURRAY
 Buyer JESSICA MURRAY
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/10/2012 - 10/16/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	12P-1230P	NEWS	:30	\$425.00	10/15-10/16	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	12	W-F	12P-1230P	NEWS	:30	\$425.00	10/10-10/12	3	1	3	\$1,275.00	
				Buyline Comment: NEWS								
	13	W-F	1230P-1P	AGENDA	:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
				Buyline Comment: AGENDA								
	14	M-TU	1230P-1P	AGENDA	:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
				Buyline Comment: AGENDA								
	15	M-TU	2P-3P	DRS	:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
				Buyline Comment: DRS								
	16	W-F	2P-3P	DRS	:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
				Buyline Comment: DRS								
	17	W-F	3P-4P	PHIL	:30	\$450.00	10/10-10/12	6	1	6	\$2,700.00	
				Buyline Comment: PHIL								
	18	M-TU	3P-4P	PHIL	:30	\$450.00	10/15-10/16	4	1	4	\$1,800.00	
				Buyline Comment: PHIL								
	19	M-TU	4P-430P	NEWS	:30	\$700.00	10/15-10/16	2	1	2	\$1,400.00	
				Buyline Comment: NEWS								
	20	W-F	4P-430P	NEWS	:30	\$700.00	10/10-10/12	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								
	21	W-F	430P-5P	NEWS	:30	\$700.00	10/10-10/12	3	1	3	\$2,100.00	
				Buyline Comment: NEWS								

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Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	1	1	\$1,000	1000-1100
1	1	1	\$1,000	1100-1200
1	1	1	\$1,000	1200-1300
1	1	1	\$1,000	1300-1400
1	1	1	\$1,000	1400-1500
1	1	1	\$1,000	1500-1600
1	1	1	\$1,000	1600-1700
1	1	1	\$1,000	1700-1800
1	1	1	\$1,000	1800-1900
1	1	1	\$1,000	1900-2000
1	1	1	\$1,000	2000-2100
1	1	1	\$1,000	2100-2200
1	1	1	\$1,000	2200-2300
1	1	1	\$1,000	2300-2400
1	1	1	\$1,000	2400-2500
1	1	1	\$1,000	2500-2600
1	1	1	\$1,000	2600-2700
1	1	1	\$1,000	2700-2800
1	1	1	\$1,000	2800-2900
1	1	1	\$1,000	2900-3000
1	1	1	\$1,000	3000-3100
1	1	1	\$1,000	3100-3200
1	1	1	\$1,000	3200-3300
1	1	1	\$1,000	3300-3400
1	1	1	\$1,000	3400-3500
1	1	1	\$1,000	3500-3600
1	1	1	\$1,000	3600-3700
1	1	1	\$1,000	3700-3800
1	1	1	\$1,000	3800-3900
1	1	1	\$1,000	3900-4000
1	1	1	\$1,000	4000-4100
1	1	1	\$1,000	4100-4200
1	1	1	\$1,000	4200-4300
1	1	1	\$1,000	4300-4400
1	1	1	\$1,000	4400-4500
1	1	1	\$1,000	4500-4600
1	1	1	\$1,000	4600-4700
1	1	1	\$1,000	4700-4800
1	1	1	\$1,000	4800-4900
1	1	1	\$1,000	4900-5000
1	1	1	\$1,000	5000-5100
1	1	1	\$1,000	5100-5200
1	1	1	\$1,000	5200-5300
1	1	1	\$1,000	5300-5400
1	1	1	\$1,000	5400-5500
1	1	1	\$1,000	5500-5600
1	1	1	\$1,000	5600-5700
1	1	1	\$1,000	5700-5800
1	1	1	\$1,000	5800-5900
1	1	1	\$1,000	5900-6000
1	1	1	\$1,000	6000-6100
1	1	1	\$1,000	6100-6200
1	1	1	\$1,000	6200-6300
1	1	1	\$1,000	6300-6400
1	1	1	\$1,000	6400-6500
1	1	1	\$1,000	6500-6600
1	1	1	\$1,000	6600-6700
1	1	1	\$1,000	6700-6800
1	1	1	\$1,000	6800-6900
1	1	1	\$1,000	6900-7000
1	1	1	\$1,000	7000-7100
1	1	1	\$1,000	7100-7200
1	1	1	\$1,000	7200-7300
1	1	1	\$1,000	7300-7400
1	1	1	\$1,000	7400-7500
1	1	1	\$1,000	7500-7600
1	1	1	\$1,000	7600-7700
1	1	1	\$1,000	7700-7800
1	1	1	\$1,000	7800-7900
1	1	1	\$1,000	7900-8000
1	1	1	\$1,000	8000-8100
1	1	1	\$1,000	8100-8200
1	1	1	\$1,000	8200-8300
1	1	1	\$1,000	8300-8400
1	1	1	\$1,000	

Line	Day	Time	Product	Start Date	End Date	Start Time	End Time	Length	Spots/Week	Rate	Total Cost
22	M-TU	430P-5P	NEWS	10/15	10/16	4:30	5:00	:30	2	\$700.00	\$1,400.00
Buyline Comment: NEWS											
23	M-TU	5P-630P	NEWS	10/15	10/16	5:00	5:30	:30	2	\$1,100.00	\$2,200.00
Buyline Comment: NEWS											
24	W-F	5P-630P	NEWS	10/10	10/12	5:00	5:30	:30	3	\$1,100.00	\$3,300.00
Buyline Comment: NEWS											
25	W-F	7P-730P	JEP	10/10	10/12	7:00	7:30	:30	3	\$1,200.00	\$3,600.00
Buyline Comment: JEP											
26	M-TU	7P-730P	JEP	10/15	10/16	7:00	7:30	:30	2	\$1,200.00	\$2,400.00
Buyline Comment: JEP											
27	M-TU	730P-8P	WHEEL	10/15	10/16	7:30	8:00	:30	2	\$1,200.00	\$2,400.00
Buyline Comment: WHEEL											
28	W-F	730P-8P	WHEEL	10/10	10/12	7:30	8:00	:30	3	\$1,200.00	\$3,600.00
Buyline Comment: WHEEL											
29	W-F	11P-1135P	NEWS	10/10	10/12	11:00	11:35	:30	3	\$1,100.00	\$3,300.00
Buyline Comment: NEWS											
30	M-TU	11P-1135P	NEWS	10/15	10/16	11:00	11:35	:30	2	\$1,100.00	\$2,200.00
Buyline Comment: NEWS											
31	M-TU	1135P-1235A	TON SHOW	10/15	10/16	11:35	12:35	:30	2	\$450.00	\$900.00
Buyline Comment: TON SHOW											
32	W-F	1135P-1235A	TON SHOW	10/10	10/12	11:35	12:35	:30	3	\$450.00	\$1,350.00
Buyline Comment: TON SHOW											

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Rep Firm
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Salesperson (AMY MCCREARY
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Daypart

\$3,600.00

\$3,200.00

\$350.00

\$600.00

\$500.00

\$200.00

\$1,800.00

\$325.00

\$1,000.00

\$1,000.00

\$1,400.00

Station KSNV-TV LAS VEGAS, NV. Agency () STRATEGIC MEDIA SVCS Rep Firm () PHILADELPHIA
 Advertiser () NRSC 3299 K STREET NW SUITE #200 Sales Office () AMY MCCREARY
 Product NRSC 2012 WASHINGTON, DC 20007 Salesperson ()
 Estimate# JESSICA MURRAY Agency C/P1/P2/E Flight Dates 10/10/2012 - 10/16/2012 Salesperson Phone# 215-568-6540
 Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	6A-7A	NEWS	:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	45	SU	7A-8A	SUN TODAY	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	Buyline Comment: SUN TODAY											
	46	SU	8A-9A	MTP	:30	\$1,300.00	10/14-10/14	1	1	1	\$1,300.00	
	Buyline Comment: MTP											
	47	SU	9A-930A	NEWS	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	Buyline Comment: NEWS											
	48	SU	930A-10A	CM	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	Buyline Comment: CM											
	49	SU	530P-830P	SNF	:30	\$6,500.00	10/14-10/14	1	1	1	\$6,500.00	
	Buyline Comment: SNF											
	50	SU	11P-1135P	NEWS	:30	\$1,000.00	10/14-10/14	1	1	1	\$1,000.00	
	Buyline Comment: NEWS											

---REPORT TOTALS---
 Report Totals: 114 / \$86,250.00

---SALES MONTHLY TOTALS---

Oct 12: 114 / \$86,250.00
 Sales Totals: 114 / \$86,250.00
 Station Totals: 114 / \$86,250.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$278,226 CATV 0% KBLR 0% KING 0% KLAS 31% KSNV 31%

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer JESSICA MURRAY
 Phone#
 Fax#

Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/10/2012 - 10/16/2012
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KTUV 17% KTUD 1% KVCW 1% KVMY 2% KVVU 17%
 XXXX 0%

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES -KTUD IS LESS THAN 1

Books NOV12
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE